

# PLANNING DIVISION STAFF REPORT

July 1, 2020



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 1200 John Q. Hammons Drive  
**Application Type:** Signage Exception  
**Legistar File ID #** [60827](#)  
**Prepared By:** Janine Glaeser, UDC Secretary

## Background Information

**Applicant | Contact:** Dan Pietrzykowski with Grant Signs, Madison, WI

**Project Description:** The applicant is seeking final approval for a sign exception to place an above roof sign.

### Approval Standards:

The UDC is an approving body on this request. Per MGO 31.043(3)(b) Additional Sign Code Approvals . After a public hearing as provided in Sec. 33.24(4)(e)3., the UDC may: Permit the use of an above-roof sign on a given zoning lot in a Group 2 and where not otherwise allowed in Group 3 districts provided that if the signs on adjacent properties reduce the effectiveness of other types of conforming signs or where topographic relationships between structures and right-of-ways would deem their use appropriate.

## Summary of Design Considerations and Recommendations

The applicant is requesting to replace an existing above roof sign with a new sign. The sign has been approved by the Old Sauk Trails Park Design Review Board. The proposed KMA sign is sized at 79.8 square feet, which is under the maximum size limit of 80 square feet per Section 31.07(4)(a). The proposed sign consists of individual channel letters, which is considered a superior design over a simple box sign.

**Staff has no objections to the proposed above roof sign.**